

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the present application.

### Listing of Claims:

1. (Currently Amended) A method for providing access to a passive video product from an interactive application comprising:

providing a branded selectable option having a product brand logo graphic of a provider of the passive video product within an interactive application display; and

providing ~~[[a]]~~ the passive video product ~~associated with the brand from the provider~~ in response to a user selecting the option from the interactive application display.

2. (Original) The method defined in claim 1 further comprising providing interactive content with the passive video product.

3. (Original) The method defined in claim 2 wherein:

the interactive content comprises an alert icon; and

the method further comprises providing a merchandising opportunity to the user in response to the user selecting the alert icon.

4. (Original) The method defined in claim 3 wherein the alert icon is overlaid onto the passive video product.

5. (Original) The method defined in claim 2 wherein:  
the interactive content comprises a television program listing; and

the method further comprises providing additional information for the television program listing in response to the user selecting the television program listing.

6. (Original) The method defined in claim 1 wherein:  
the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

7. (Original) The method defined in claim 1 wherein the interactive application is a web browser.

8. (Original) The method defined in claim 1 wherein providing the passive video product comprises tuning equipment associated with the user to a television channel.

9-17. (Canceled)

18. (Currently Amended) A method for providing advertisements within an interactive application implemented at least in part on user equipment comprising:

providing branded passive programming  
associated with a brand to the user equipment;

displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information ~~associated with the branded passive programming;~~ and

providing an interactive display on the user equipment in response to the user ~~indicating a desire to~~

~~access the additional information~~ selection, wherein the display comprises an advertisement ~~for an advertiser~~ associated with the brand of the currently displayed branded passive programming.

19. (Original) The method defined in claim 18 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

20. (Original) The method defined in claim 18 further comprising retrieving the advertisement.

21. (Currently Amended) The method defined in claim 20 wherein retrieving ~~[[an]]~~ the advertisement comprises retrieving ~~[[an]]~~ the advertisement according to a schedule.

22. (Currently Amended) The method defined in claim 20 wherein retrieving ~~[[an]]~~ the advertisement comprises retrieving ~~[[an]]~~ the advertisement according to a real-time flag.

23. (Original) The method defined in claim 18 wherein the interactive application is an interactive

television program guide, an operating system, a home shopping application, or a web browser.

24. (Original) The method defined in claim 18 wherein:

the interactive application is an interactive television program guide; and

providing the interactive display comprises providing the advertisement as a panel advertisement in an interactive television program guide display.

25. (Currently Amended) A method for providing advertisement space to advertisers across television-related products comprising:

allocating advertisement time for an advertiser both 1) [[on]] in an interactive application and 2) during a passive program, and providing, wherein the advertisement time is allocated across the interactive application and the passive program such that an advertisement for the advertiser is provided within a display [[for]] of the interactive product and with application to coincide with the advertisement time allocated to the same advertiser in the passive program, during the allocated advertisement time.

26. (Original) The method defined in claim 25 further comprising:

providing a user with an opportunity to select the advertisement in the interactive application; and

providing the passive program in response to the user selecting the advertisement in the interactive application.

27. (Original) The method defined in claim 25 wherein the passive program is a television program, a commercial, a pay-per-view program, or a passive video product segment.

28. (Original) The method defined in claim 25 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

29. (Currently Amended) A system for providing access to a passive video product from an interactive application comprising:

means for providing a branded selectable option having a product brand logo graphic of a provider of the passive video product within an interactive application display; and

means for providing ~~[[a]]~~ the passive video product ~~associated with the brand~~ from the provider in response to a user selecting the option from the interactive application display.

30. (Original) The system defined in claim 29 further comprising means for providing interactive content with the passive video product.

31. (Original) The system defined in claim 30 wherein:

the interactive content comprises an alert icon; and

the system further comprises means for providing a merchandising opportunity to the user in response to the user selecting the alert icon.

32. (Original) The system defined in claim 31 wherein the alert icon is overlaid onto the passive video product.

33. (Original) The system defined in claim 30 wherein:

the interactive content comprises a television program listing; and

the system further comprises means for providing additional information for the television program listing in response to the user selecting the television program listing.

34. (Currently Amended) The system defined in claim [[20]] 29 wherein:

the interactive application is an interactive television program guide; and

the branded selectable option is a branded selectable menu option of the interactive television program guide.

35. (Currently Amended) The system defined in claim [[20]] 29 wherein the interactive application is a web browser.

36. (Currently Amended) The system defined in claim [[20]] 29 wherein the means for providing the passive video product comprises means for tuning equipment associated with the user to a television channel.

37-45. (Canceled)



46. (Currently Amended) A system for providing advertisements within an interactive application running at least in part on user equipment comprising:

means for providing branded passive programming associated with a brand to the user equipment;

means for displaying on the user equipment an alert icon overlaid on the currently displayed branded passive programming that indicates availability of additional information associated with the currently displayed branded passive programming;

means for providing a user associated with the user equipment with an opportunity to select the alert icon to indicate a desire to access the additional information ~~associated with the branded passive programming;~~ and

means for providing an interactive display on the user equipment in response to the user ~~indicating a desire to access the additional information~~ selection, wherein the display comprises an advertisement ~~for an advertiser~~ associated with the brand of the currently displayed branded passive programming.

47. (Original) The system defined in claim 46 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

48. (Original) The system defined in claim 46 further comprising means for retrieving the advertisement.

49. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a schedule.

50. (Original) The system defined in claim 48 wherein the means for retrieving an advertisement comprises retrieving an advertisement according to a real-time flag.

51. (Original) The system defined in claim 46 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

52. (Original) The system defined in claim 46 wherein:

the interactive application is an interactive television program guide; and

the means for providing the interactive display comprises means for providing the advertisement as a panel advertisement in an interactive television program guide display.

53. (Currently Amended) A system for providing advertisement space to advertisers across television related-products comprising:

means for allocating advertisement time for an advertiser both 1) [[on]] in an interactive application and 2) during a passive program; ~~and means for providing ,wherein the advertisement time is allocated across the interactive application and the passive program such that an advertisement for the advertiser is provided within a display [[for]] of the interactive product and with application to coincide with the advertisement time allocated to the same advertiser in the passive program, during the allocated advertisement time.~~

54. (Original) The system defined in claim 53 further comprising:

means for providing a user with an opportunity to select the advertisement in the interactive application;  
and

means for providing the passive program in response to the user selecting the advertisement in the interactive application.

55. (Original) The system defined in claim 53 wherein the passive program is a television program, a

commercial, a pay-per-view program, or a passive video product segment.

56. (Original) The system defined in claim 53 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

57. (Currently Amended) A system for providing access to a passive video product from an interactive application comprising:

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment, wherein the display comprises a branded selectable option having a product brand logo graphic of a provider of the passive video product; and

provide ~~[[a]]~~ the passive video product ~~associated with the branded selectable option~~ from the provider on the user equipment in response to a user selecting the option.

58. (Original) The system defined in claim 57 wherein the interactive application is further configured to provide interactive content with the passive video product.

59. (Original) The system defined in claim 58 wherein:

the interactive content comprises an alert icon; and

wherein the interactive application is further configured to provide a merchandising opportunity to the user in response to the user selecting the alert icon.

60. (Original) The system defined in claim 59 wherein the alert icon is overlaid onto the passive video product.

61. (Original) The system defined in claim 58 wherein:

the interactive content comprises a television program listing; and

wherein the interactive application is further configured to provide additional information for the television program listing in response to the user selecting the television program listing.

62. (Original) The system defined in claim 57 wherein:  
the interactive application is an interactive television program guide; and  
the branded selectable option is a branded selectable menu option of the interactive television program guide.

63. (Original) The system defined in claim 57 wherein the interactive application is a web browser.

64. (Original) The system defined in claim 57 wherein the interactive application is configured to provide the passive programming by tuning the user equipment to a television channel on which the passive programming is provided.

65-73. (Canceled)

74. (Currently Amended) A system for providing advertisements within an interactive application comprising:  
user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to:

provide a display on the user equipment,  
wherein the display comprises branded passive programming  
associated with a brand;

display on the user equipment an alert icon  
overlaid on the currently displayed branded passive  
programming that indicates availability of additional  
information associated with the currently displayed branded  
passive programming;

provide a user with an opportunity to select  
the alert icon to indicate a desire to access the additional  
information ~~associated with the branded passive programming;~~  
and

provide a display in response to the user  
~~indicating a desire to access the additional information~~  
selection, wherein the display comprises an advertisement ~~for~~  
~~an advertiser~~ associated with the brand of the currently  
displayed branded passive programming.

75. (Original) The system defined in claim 73  
wherein the passive programming is a television program, a  
commercial, a pay-per-view program, or a passive video product  
segment.

76. (Original) The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement.

77. (Original) The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement according to a schedule.

78. (Original) The system defined in claim 73 wherein the interactive application is further configured to retrieve the advertisement according to a real-time flag.

79. (Original) The system defined in claim 73 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.

80. (Original) The system defined in claim 73 wherein:

the interactive application is an interactive television program guide; and

the interactive television program guide is configured to provide the advertisement as a panel advertisement.



81. (Currently Amended) A system for providing advertisement time to advertisers across television related products comprising:

a distribution facility configured to provide passive programming having an advertisement for an advertiser during a given time block; and

user equipment on which an interactive application is at least partly implemented, wherein the interactive application is configured to provide a display comprising an advertisement for the same advertiser during the [[give]] given time block.

82. (Original) The system defined in claim 81 wherein the interactive application is further configured to:

provide a user with an opportunity to select the advertisement in the display provided by the interactive application; and

provide the passive programming in response to the user selecting the advertisement in the interactive application.

83. (Original) The system defined in claim 81 wherein the passive programming is a television program, a commercial, a pay-per-view program, or a passive video product segment.

84. (Original) The system defined in claim 81 wherein the interactive application is an interactive television program guide, an operating system, a home shopping application, or a web browser.